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(54) **Sending of and billing for interactive shows based upon advertising activity.**

(57) Described is a technique for an interactive television ("ITV") system wherein viewers are allowed to select a desired level of advertisements with which they are provided. The technique comprises transmitting to a interactive services subscriber location a program and a set of advertisements (collectively referred to as a "show"). The set of advertisements is selected based upon an input from a user associated with the interactive services subscriber location. The input comprises an indicator of an amount of advertisements in the set of advertisements. Another feature of the ITV system described is that it allows for adjusting an amount of a bill of a subscriber to interactive television services based upon the amount of advertisements viewed in a show.

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ELECTRO-MAGNETIC BROADCAST ACCESS CONTROL METHOD

This invention relates to an electro-magnetic broadcast access control method.

Electro-magnetic broadcasts are widely used to transmit information without the use of a physical connection between the transmitter and receiver.

Electro-magnetically broadcast information may be received without the knowledge or permission of the broadcaster.

According to the present invention there is provided an electro-magnetic transmitter which broadcasts only part of the information. The other part of the information is transmitted over a landline. Only when both the electro-magnetically broadcast information and the landline information are present will the information be complete. Control of access to the landline by switches and metering therefore provides control over access to the complete information. Alternatively or also the electro-magnetically broadcast information may contain a jamming signal which renders the information un-intelligible unless combined with, modified by, replaced, reduced, removed and/or cancelled by a signal carried by landline.

A specific embodiment of the invention will now be described by way of example with reference to the accompanying drawing in which :-

Figure 1 shows a block diagram of the electro-magnetic broadcast access control method.

Referring to the block diagram the method comprises 1 Input information. 2 A splitter which separates the elements to be transmitted electro-magnetically part A and by landline part B. 3 An electro-magnetic transmitter. 4 A landline transmitter. 5 A Landline with switching and metering facilities. 6 A signal processor which assembles the electro-magnetically transmitted information and the landline information into a form which carries the complete information. 7 A receiver which converts the information into a useful form. 8 Output information which is a reproduction of the input information.

CLAIMS

1 An electro-magnetic broadcast access and control method comprising a system which splits information into two parts and transmits each part independently via electro-magnetic transmission and landline transmission. The separate transmissions are then re-assembled and used to reproduce the original information. Access control is provided by switching and metering of the landline carried part of the information.

2 An electro-magnetic broadcast access and control method as claimed in claim 1 above wherein the splitting of the information renders it un-intelligible until re-assembled.

3 An electro-magnetic broadcast access and control method as claimed in claim 1 and claim 2 above wherein multiple electro-magnetic and landline transmissions are used to split and re-assemble the information.

4 An electro-magnetic broadcast access and control method as claimed in claims 1, 2 and 3 above wherein part or parts of the information are synthetized in order to reproduce the input information.

5 An electro-magnetic broadcast access and control method as claimed in claims 1,2,3 and 4 above wherein part of the information is transmitted in the form of data which is used to produce a signal which has the effect of rendering the other part or parts of the transmission complete.

6 An electro-magnetic broadcast access and control method as claimed in claims 1,2,3,4 and 5 above wherein the information reproduced is used to operate, activate, input to or effect a system or device.